

**FOOD MARKETING INSTITUTE (FMI)
– CHICAGO, IL. (MAY 7-9, 2006)**

The Iowa Department of Economic Development Business Development Division is planning to host an Iowa pavilion at The Food Marketing Institute Show, taking place May 7 - 9, 2006, at McCormick Place, Chicago, Illinois.

The Iowa pavilion will be located in the U.S. Food Export Show Case, located in a prime area near the main show entrance. The U.S. Food Export Showcase has gained a reputation for featuring innovative, trendsetting products and attracting power buyers from around the world. If your business is interested in exporting to Europe, Asia and South America this is the place to be seen. The 2006 U.S. Food Export Showcase will attract buyers from every major market featuring exciting new products for virtually every category.

The cost of a 100-square foot booth in the Iowa pavilion will be \$2,500. This fee will include your floor space, four exhibitor badges, carpeting, back wall, side walls and a company name sign board available, if needed. Other amenities available for additional fees and payable to the official show contractor, Focus One, includes electricity, extra tables, chairs, coolers, cold storage and any material handling or drayage.

Booth space and rental fees will be 50% reimbursable through MIATCO's Branded Program.

Companies interested in exhibiting with IDED should submit their booth needs in writing to Lisa Mason at lisa.mason@iowalifechanging.com or fax to 515.242.4918.

PLMA'S PRIVATE LABEL TRADE SHOW – CHICAGO (NOVEMBER 13-15, 2005)

This show attracts wholesalers, discounters and retailers from all over the world looking for products. It is a great place to connect with decision making buyers and other manufacturers who have a need for a product like yours. PLMA's Private Label Trade Show is well known as a great place to learn about this growing and expanding industry that is reaching into new market sectors every year.

An added bonus!

In conjunction with this show, participating Iowa companies have the opportunity to meet one-on-one with targeted international buyers through the MIATCO's Buyers Mission on November 13, 2005.

Contact Lisa Mason at 515.242.4883 or lisa.mason@iowalifechanging.com for more information.

FOOD SOYBEAN MISSION TO JAPAN (FEBRUARY 11-18, 2006)

The eighth annual Food Soybean Mission to Japan is designed to be multi-purposed with:

- one-on-one meetings of Iowa food soybean exporters, soy ingredient manufacturers, and dry bean exporters with Japanese importers, distributors and end-users;
- meetings with U.S. Embassy personnel, ASA in Japan, the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) to learn about the latest Japanese rules and regulations in the food industry;
- a luncheon with the leaders of the oil crushing industry to learn about their desired needs; and
- a food soybean educational seminar hosted by the Iowa delegation for those using soybeans in the Japanese food industry.

Iowa food soybean exporters, Iowa soy ingredient manufacturers, Iowa dry bean exporters and those thinking about exporting to Japan in these three areas are invited to participate.

ETAP funding up to \$2500 is available to those Iowa companies that qualify.

Companies interested should contact Dick Vegors at dick.vegors@iowalifechanging.com or 515.242.4796.

As details of events are finalized, remember to visit www.iowalifechanging.com under International for our calendar of events.



YUCATAN & COSTA RICA TRADE MISSION (FEBRUARY 26-MARCH 4, 2006)

Mexico is the second largest single country market for Iowa exports, capturing nearly 13 percent of the exports in 2004, a 22 percent increase over 2003. The Mexican market is made up of several regions with the Yucatan Peninsula being distinctly separate.

Typically, trade activities in other parts of the country will not result in new distribution or customers in the Yucatan. The Yucatan holds opportunities for manufacturers, grain producers and value added foods including meats. For example, many value added food/meat products can be imported into the Yucatan duty free through the Port of Progreso, offering additional advantages to Iowa exporters. Mission participants will hold one-on-one appointments in either Merida or Cancun as appropriate to their industry.

With the pending CAFTA-DR Free Trade Agreement, U.S. and Iowa producers will gain significantly greater market access for their exports because of widespread elimination and lowering of tariffs. Tariffs will be eliminated immediately on more than 80 percent of U.S. exports of consumer and industrial products and the remainder will be phased out over 10 years. The agreement will expand U.S. farm

export markets—over half of current U.S. farm exports to Central America will become duty-free immediately, and most other tariffs will be phased out within 15 years. U.S. service providers and manufacturers will also benefit. The CAFTA-DR countries are already important trading partners and represent the 10th largest export market for the U.S. worldwide.

Contact the appropriate staff to discuss this event and opportunities in these two market areas:

Manufactured products and services: Value-Added Foods

Peggy Kerr at peggy.kerr@iowalifechanging.com or 515.242.4745

Grains and co-products

Dick Vegors at dick.vegors@iowalifechanging.com or 515.242.4796

Meat, Livestock and Genetics

Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760

FOODEX JAPAN 2006 (MARCH 8-11, 2006)

Japan purchased \$42 billion in food imports in 2002. The FOODEX JAPAN is Asia's largest food and beverage trade show, attracting more than 100,000 professional visitors from 75 countries to Tokyo, Japan.

This year there will be an organic section added to the USA Pavilion. Sales and procurement managers, owners, and chefs from supermarket chains, foodservice, wholesalers, trading firms and importers attend this premier food show.

Iowa food companies are invited to exhibit in the Iowa section of the USA pavilion.

Contact Mark Fischer at mark.fischer@iowalifechanging.com or 515.242.4760 for more information.

SOY FOODS PROMOTION AND FOCUSED TRADE MISSION – (TBD)

The Iowa Department of Economic Development is working with the Mid American International Agri-Trade Council (MIATCO), Iowa Soy Foods Council and the American Soy Association to organize a Soy Foods Promotion and Focused Trade Mission to take place in Mexico City in 2006. Midwestern Value Added Soy Food and Ingredient producers are invited to join us in Mexico to meet one-on-one with interested buyers, importers and distributors and attend retail and food service facility tours.

MIATCO will host an evening reception highlighting the participating U.S. suppliers and their products with table top displays. MIATCO will also host an educational seminar and cooking presentation familiarizing the Mexican Buyers with the attributes and benefits of soy products as well as specific applications and usage ideas.

Travel expenses for this trip may be 50% reimbursable through MIATCO's Branded Program.

Companies interested in participating should contact:

Dick Vegors at dick.vegors@iowalifechanging.com or 515.242.4796, or

Lisa Mason at lisa.mason@iowalifechanging.com or 515.242.4883.

2006 INTERNATIONAL FOOD TECHNOLOGY EXPO, ORLANDO - JUNE 23-27, 2006

The International Food Technologists Expo is where food ingredients, laboratory, packaging and R&D services suppliers present their latest products and developments. As the premier global food ingredient show, the IFT Food Expo attracts companies from every facet of the food science and technology community. The Iowa Department of Economic Development is sponsoring an Iowa pavilion and has one booth space available. Contact Gail Kotval at gail.kotval@iowalifechanging.com for more information.

OTHER ASSISTANCE

INDIVIDUALIZED ASSISTANCE

One-on-one export counseling is readily available from our staff who combined have over 100 years international experience (including private-sector), providing Iowa businesses with invaluable resources to identify such issues as product suitability, best markets, appropriate trade shows, qualified contacts, distribution channels, trade barriers, export requirements, logistics, documentation and so on. Our foreign offices and representatives support Iowa companies in identification of prospective business partners. They can perform essential introductions and arrange business appointments with potential customers, agents and distributors. And, they conduct product specific research, pre- and post-show trade show promotion and provide follow-up assistance.

Contact the International Staff at 515.242.4743 or international@iowalifechanging.com for more information.

EXPORT TRADE ASSISTANCE PROGRAM (ETAP)

The State of Iowa offers financial assistance to Iowa companies who wish to take advantage of international trade shows and trade missions to enter new markets. Through ETAP, the Iowa Department of Economic Development will reimburse a qualified company, up to 75% of their eligible expenses, up to \$2,500 per pre-approved event. ETAP assistance can be utilized up to three times during the state fiscal year (July 1- June 30).

Don't miss this opportunity to add up to \$7500 to your international marketing budget.

Contact Lisa Mason at 515.242.4883 or lisa.mason@iowalifechanging.com for more information.

BRANDED PROGRAM

The Mid-American International Agri-Trade Council (MIATCO) is a non-profit organization that promotes the export of food and agricultural products from the Midwestern region of the United States. MIATCO, in conjunction with its member states, provides a wide range of services to facilitate trade between local food companies and importers around the world. These services include:

- export promotion,
- customized export assistance, and
- a cost-share funding program.

MIATCO's Branding Program is a cost-share funding program that supports the promotion of branded and private label food and agricultural products in international markets. Participating companies receive 50 percent cost reimbursement for a wide variety of eligible international marketing and promotional activities.

MIATCO offers various programs and services to Iowa companies manufacturing food and agricultural products. These programs and services include not only the branded programs but also exporting education, helpline assistance, market entry, market builder and buyers missions where you can meet on-on-one with buyers.

Contact Lisa Mason at 515.242.4883 or lisa.mason@iowalifechanging.com for more information.

OTHER INFORMATION

WOOD PACKAGING MATERIAL – EXPORT AND IMPORT REGULATIONS

The Final Rule for new requirements concerning the importation of wood packaging material is available online at www.aphis.usda.gov/ppg/wpm/import.html.

All exporters and importers need to be aware of the new ruling and how it may affect the movement and/or clearance of their products at the port of import. The implementation date for regulatory enforcement was September 16, 2005.

NEW FOOD PRODUCTION RULES RELEASED IN CHINA

China's Administration of Quality Supervision, Inspection, and Quarantine (AQSIQ) issued a final set of rules that expand China's food production market access system.

The market access system now includes 28 food and beverage categories with over 500 items. Producers must follow safety and quality standards and obtain a food production license before marketing food products and must label them with an AQSIQ quality security label.

The new rules cover production of 13 additional categories, including chocolate and chocolate products; tea; candies; grape and other fruit wines; beer; yellow grain alcohol; sweetened dried fruit; pickled products; baked, roasted or fried seeds and nuts; cocoa products; egg products; roasted coffee beans; seafood processing; starch and starch products. The new rules took effect January 1, 2005.

Exporters are advised to communicate with their buyers in China and request the most current information available.

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Iowa Department of
Economic Development
200 East Grand
Des Moines, IA 50309

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